



THE CITY OF SAN DIEGO

Public Library

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Social Economist, Professor and Author Juliet Schor to Appear in San Diego on Friday, Oct. 1

Program is Part of Public Library and City Club's "Great American Writers Series"

SAN DIEGO – Juliet B. Schor, professor of sociology at Boston College and a nationally-recognized social economist, will discuss her new book "Born to Buy: The Commercialized Child and the New Consumer Culture" on Friday, Oct. 1 in the Versailles Room of the Westgate Hotel in downtown San Diego.

The event is part of the Great American Writers Series, sponsored by the City of San Diego Public Library, City Club of San Diego and UCSD-TV.

Schor's research focuses on the relationship between work and family, trends in work and leisure, and consumerism. An economist by training, she is the author of the 1991 best-seller "The Overworked American: The Unexpected Decline of Leisure," which portrayed the U.S. workforce as increasingly "time-poor." In that book, Schor calculated that, on average, employees worked "an additional 163 hours, or the equivalent of an extra month a year," compared with workers 20 years earlier. Other publications by Schor include "The Overspent American: Upscaling, Downshifting, and the New Consumer" (1998), which probed the social roots of U.S. consumerism; and "Do Americans Shop Too Much?" and "The Consumer Society Reader," both published in 2000.

In her new book, "Born to Buy," Schor looks at sophisticated advertising strategies that convince kids that products are necessary to their social survival. Ads affect not just what they want to buy, but who they think they are and how they feel about themselves. Based on long-term analysis, Schor reverses the conventional notion of causality: it's not just that problem kids become overly involved in the values of consumerism; it's that kids who are overly involved in the values of consumerism become problem kids. In this revelatory and crucial book, Schor also provides guidelines for parents and teachers. What is at stake is the emotional and social well-being of our children.

The Oct. 1 event will be a noon luncheon. The cost is \$25 for City Club members and \$35 for non-members, and the fee includes lunch. The Westgate Hotel is located at 1051 Second Ave. For more information or to make a reservation, call the City Club at 619-687-3580 or email cityclubofsandiego@prodigy.net.

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